

SBS Radio Media Kit

Say hello to almost 5 Million new customers



Contents

<u>Say hello to a valuable market</u>	<u>2</u>
<u>SBS radio - a multi-platform experience</u>	<u>3</u>
<u>Australia's top languages are evolving</u>	<u>4</u>
<u>Top growing languages</u>	<u>5</u>
<u>Key communities</u>	<u>6</u>
<u>SBS radio music stations</u>	<u>11</u>
<u>Community events, outside broadcasts and outside recordings</u>	<u>12</u>
<u>LOTE maps</u>	<u>13</u>
<u>Production</u>	<u>15</u>
<u>Sources</u>	<u>16</u>

Say hello to a valuable market



A new migrant arrives in Australia every 2 minutes and 19 seconds



7.7 million people in Australia were born overseas which is 33.2% of Australia's population



Over 424 languages are spoken by people in Australia



LOTE households have a huge spending power and control almost \$98 billion or 20% of all household spending in Australia



Migration will continue to be a key driver of Australian growth, accounting for over half of our population growth per year



870,000 migrants have settled in the past 5 years



Projected growth from 2016 to 2020 is 1.382 million

SBS Radio is the world's most linguistically diverse broadcaster, a bridge linking to almost five million Australians who speak a language other than English at home.

SBS Radio is known for its award winning content; broadcasting thought provoking bespoke content, entertainment, impartial news and information all produced from a uniquely Australian perspective.

More people than ever in Australia speak a language other than English at home, increasing by 25% since 2011. Australia's CALD community now makes up over 20% of the Australian population.

[**Click to watch the SBS Radio Reel**](#)

Say hello to a valuable market

Broadcasting in up to 68 languages and accessible through multiple platforms, SBS Radio is Australia's truly national in language broadcaster.

With over 40 years' broadcaster experience, SBS Radio can connect your business and brand with our valuable listeners.



SBS radio - a multi-platform experience

Listening habits of our audience have changed as our audience have many other platforms they can listen to radio on. Apart from analogue radio, our listeners can also listen to our radio programs on our popular SBS Radio apps, through podcasts, SBS Radio websites and digital television.

We ensure we are constantly adapting to the changes in our audience consumption of media by providing different channels for SBS Radio to reach the communities.



Television



Analogue +
Digital Radio
AM/FM



Radio App
Phone +
Android



Online Live
Streaming



Podcasts

Australias top languages are evolving

Largest Language Groups

Census 2011

1. Mandarin
2. Italian
3. Arabic
4. Cantonese
5. Greek
6. Vietnamese
7. Filipino/Tagalog
8. Spanish
9. Hindi
10. German

Largest Language Groups

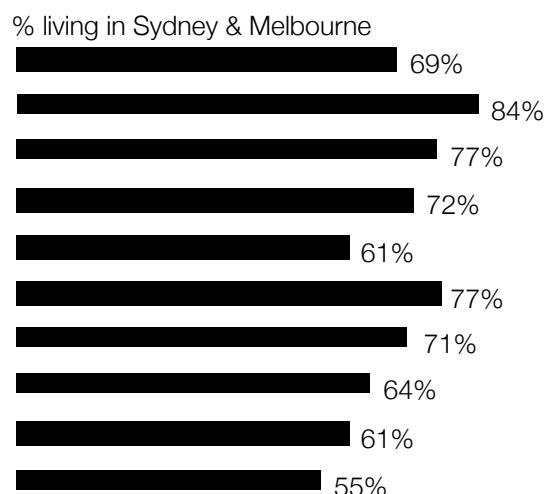
Census 2016

1. Mandarin
2. Arabic
3. Cantonese
4. Vietnamese
5. Italian
6. Greek
7. Hindi
8. Spanish
9. Punjabi
10. Filipino/Tagalog

Top 10 Languages spoken at home in Australia

Number of people in Australia speaking language at home 2016

1. Mandarin	596,713
2. Arabic	321,723
3. Cantonese	280,947
4. Vietnamese	277,405
5. Italian	271,598
6. Greek	237,586
7. Hindi	159,653
8. Spanish	140,818
9. Punjabi	132,490
10. Filipino/Tagalog	111,277



Collectively, Mandarin and Cantonese are the most commonly spoken languages other than English in Australia (almost 900,000 speakers), followed by Arabic, Vietnamese and Italian. In total, these five languages are spoken by over 1.7 million people - more than the population of South Australia.

Top growing languages

Language	Change from 2011	Change from 2011 (%)
1. Mandarin	+260,000	+77.4%
2. Punjabi	+61,000	+86.0%
3. Hindi	+48,000	+43.4%
4. Vietnamese	+44,000	+18.9%
5. Nepali	+35,000	+128.4%
6. Arabic	+35,000	+12.0%
7. Urdu	+32,000	+88.1%
8. Filipino/Tagalog	+30,000	+36.6%
9. Korean	+29,000	+36.6%
10. Malayalam	+28,000	+111.9%

A cost effective, low clutter environment

SBS Radio delivers a maximum of five minutes of advertising per hour. Fewer ads mean less clutter, helping you achieve effective and higher recall for your brand.

SBS Radio listeners are also among the most engaged and attentive of audiences. They are appointment listeners who tune in specifically to hear their in-language programming and listen with intensity.

Our program includes tailored content for specific migration patterns, settlement information and robust talkback.



Key Communities

Broadcasting in up to 68 languages, SBS Radio continues to be the market leader in the major language groups surveyed. We remain the trusted voice for all language speakers.

Languages highlighted in red are our Top 10

For 'How to Listen' in your state, go to sbs.com.au/radio/listen-amfm-radio

South Asian Languages

Bangla Mon 6-7pm Sat 6-7pm SBS Radio 2	Gujarati Wed 4-5pm Fri 4-5pm SBS Radio 2	Hindi Daily 5-6pm SBS Radio 2	Punjabi Mon - Fri 9-10pm SBS Radio 2
Malayalam Thurs 8-9pm Sun 9-10pm SBS Radio 2	Nepali Thur 4-5pm Sun 4-5pm SBS Radio 2	Pashto Tues 2-3pm Sat 2-3pm SBS Radio 2	Dari Tues 4-5pm Sat 4-5pm SBS Radio 2
Sinhalese Mon-Tues 11am - 12pm Thurs-Fri 11am - 12pm SBS Radio 2	Tamil Mon 8-9pm Wed 8-9pm Fri 8-9pm Sun 8-9pm SBS Radio 2	Urdu Wed 6-7pm Sun 6-7pm SBS Radio 2	

Key Communities

Asian Languages

Burmese Tues 10 – 11pm Sat 10 – 11pm SBS Radio 2	Cantonese Daily 9-11am SBS Radio 1	Filipino/ Tagalog Daily 10 – 11am SBS Radio 2	Hmong Thurs 6-7pm Sun 11-12pm SBS Radio 2
Indonesian Mon, Wed, Fri, Sun 3-4pm SBS Radio 2	Japanese Tues, Thurs, Sat 10-11pm SBS Radio 1	Korean Mon, Fri 9-10pm SBS Radio 1	Khmer Wed, Fri 3-4pm SBS Radio 1
Lao Mon 4-5pm Sat 9-10pm SBS Radio 2	Vietnamese Daily 7-9pm SBS Radio 1	Mandarin Daily 7-9am SBS Radio 1	Thai Mon, Thurs 10 – 11pm SBS Radio 2

Middle Eastern Languages

Arabic Mon-Fri 6-8am SBS Radio 2		Dari Tue, Sat 4-5pm SBS Radio 2	Hebrew Sun 11-12pm SBS Radio 1
Kurdish Fri 6-7pm Sun 2-3pm SBS Radio 2	Persian/ Farsi Tues, Sat 3-4pm SBS Radio 2	Turkish Mon, Wed, Thurs, Fri 2-3pm SBS Radio 2	Yiddish Sun 12 – 1pm SBS Radio 1

Key Communities

European Languages

Albanian Sat 6-7pm SBS Radio 1	Armenian Tue 6-7pm SBS Radio 1	Bosnian Sun 3-4pm SBS Radio 1	Bulgarian Fri 6-7pm SBS Radio 1
Croatian Mon, Tue, Thur, Fri 11-12pm SBS Radio 1	Czech Sat 7-8pm SBS Radio 2	Dutch Wed, Sat 11-12pm SBS Radio 2	Estonian Thur 2-3pm SBS Radio 1
Finnish Wed 6-7pm SBS Radio 1	French Tue, Thur, Sat, Sun 1-2pm SBS Radio 1	German Mon - Fri 7-8pm SBS Radio 2	Greek Daily 4-6pm SBS Radio 1
Hungarian Sat 2-3pm SBS Radio 1	Italian Daily 8-10am SBS Radio 2	Macedonian Mon - Fri 12-1pm SBS Radio 1	Maltese Tue 12-1pm SBS Radio 2
Polish Mon, Wed, Fri, Sun 2-3pm SBS Radio 1	Portuguese Wed, Sun 12 -1pm SBS Radio 2	Romanian Tue 2-3pm SBS Radio 1	Russian Mon, Thur, Sat 12-1pm SBS Radio 2

Key Communities

European Languages

Serbian

Mon, Tue, Thur, Sat
3-4pm

SBS Radio 1

Slovak

Sun 7-8pm

SBS Radio 2

Spanish

Daily 1-2pm

SBS Radio 2

Slovenian

Sat 12 -1pm

SBS Radio 1

Ukrainian

Thur 3-4pm

SBS Radio 2

African Languages

Amharic

Mon, Fri
10-11pm

SBS Radio 1

Dinka

Wed 11-12pm

SBS Radio 1

Somali

Wed, Fri 10-11pm

SBS Radio 2

Swahili

Tue 6-7pm
Sun 10-11pm

SBS Radio 2

Tigrinya

Mon, Thur
6-7pm

SBS Radio 1

Key Communities

Pacific Island Languages

Samoan

Wed, Sun 10-11pm

SBS Radio 1

English Languages

NITV Radio

Mon, Wed, Fri 1-2pm

SBS Radio 1

Digital Podcast Languages

Karen

Native to Myanmar,
Thailand

Tibetan

Native to the Tibet
region of China,
Nepal, India

Hakha Chin

Native to
Myanmar, India,
Bangladesh

Rohingya

Native to
Myanmar,
Bangladesh

Mongolian

Native to Mongolia

Kirundi

Native Burundi

Telugu

Native to India

World News Radio

Spoken in English

SBS Radio Music Stations

SBS Radio has several different music stations that cater to different audience groups. These include SBS PopAsia, SBS PopDesi and SBS Chill.



SBS PopAsia is Australia's leading Asian pop music and pop culture network. PopAsia connects with young Asian music fans across the country through its amalgamation of Pop from across Asia including K-Pop, J-Pop and C-Pop.

Broadcasting nationally on digital radio, mobile and online 24/7 – PopAsia is one of the few truly unique multi-platform offerings in Australia and is one of the most liked radio Facebook page in Australia*.



Mobile App



Events



Social Media



Website



Radio



SBS PopDesi plays the hottest non-stop Bollywood music on digital radio, online and mobile.



SBS Chill comprises of a range of relaxing and chilled sounds from artists across the world. It is available on digital radio, online and mobile.

Community Events, Outside Broadcasts and Outside Recordings

SBS engages with its loyal CALD audience on ground by attending over 80 community stakeholder events and festivals each year. These events feature SBS live radio broadcasts, live stage performances, social media enabled photo booths, targeted collateral and hand to hand promotional activity. Key events on our calendar include Lunar New Year, Diwali, Harvest Moon Festival, Haldon St Festival, EID and Antipodes.

We provide our clients with entitlements during the event such as placement of banners, giveaways, live reads on our radio programs to promote the client and giveaways, logo on sales flyers.

SBS Radio is able to create and tailor bespoke events to accommodate our client's needs. We have collaborated with major Australian brands to deliver bespoke events and activations.

How SBS events work



Live Outside Broadcasts and radio recordings with community engagement by event attendees.



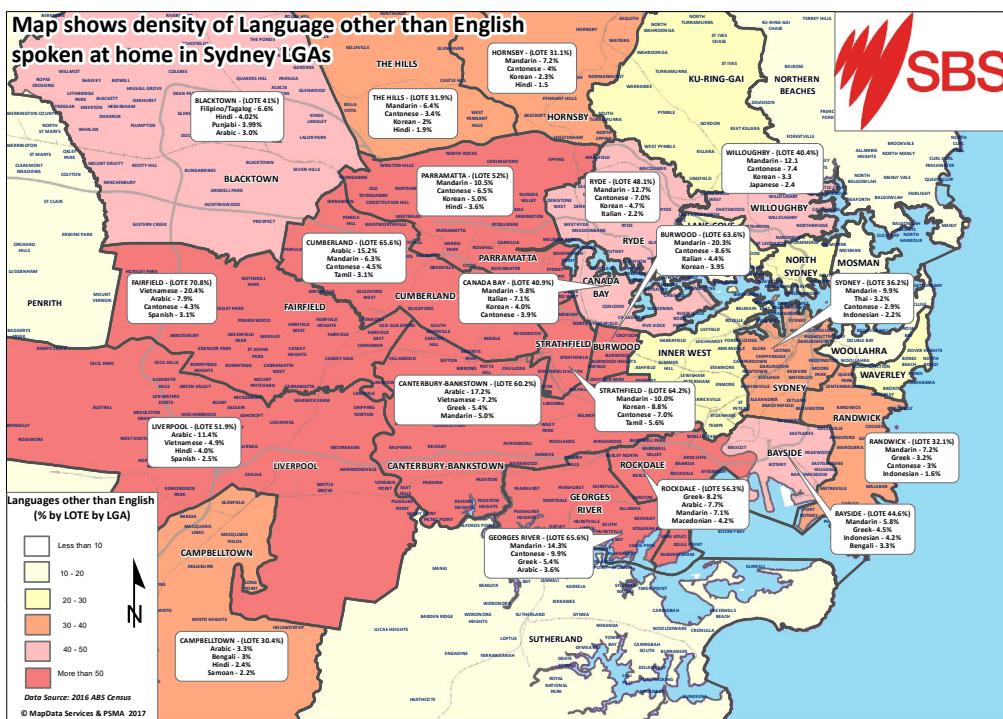
SBS and client branded stalls with giveaways



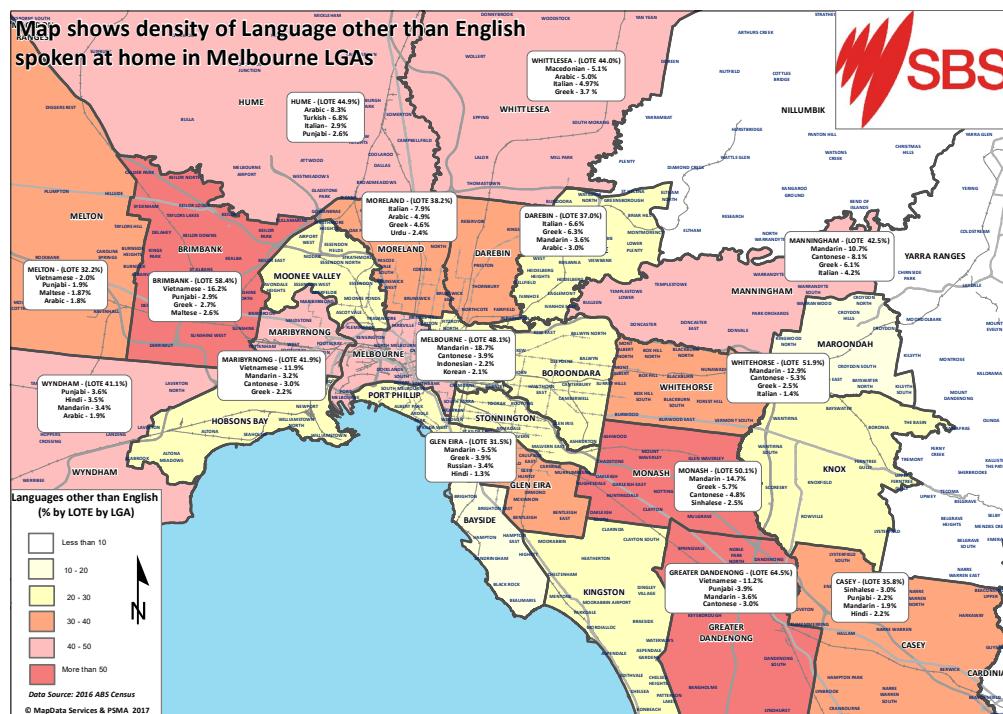
Entertainment at SBS booths such as cultural dances and music

LOTE Maps

Sydney: click to explore

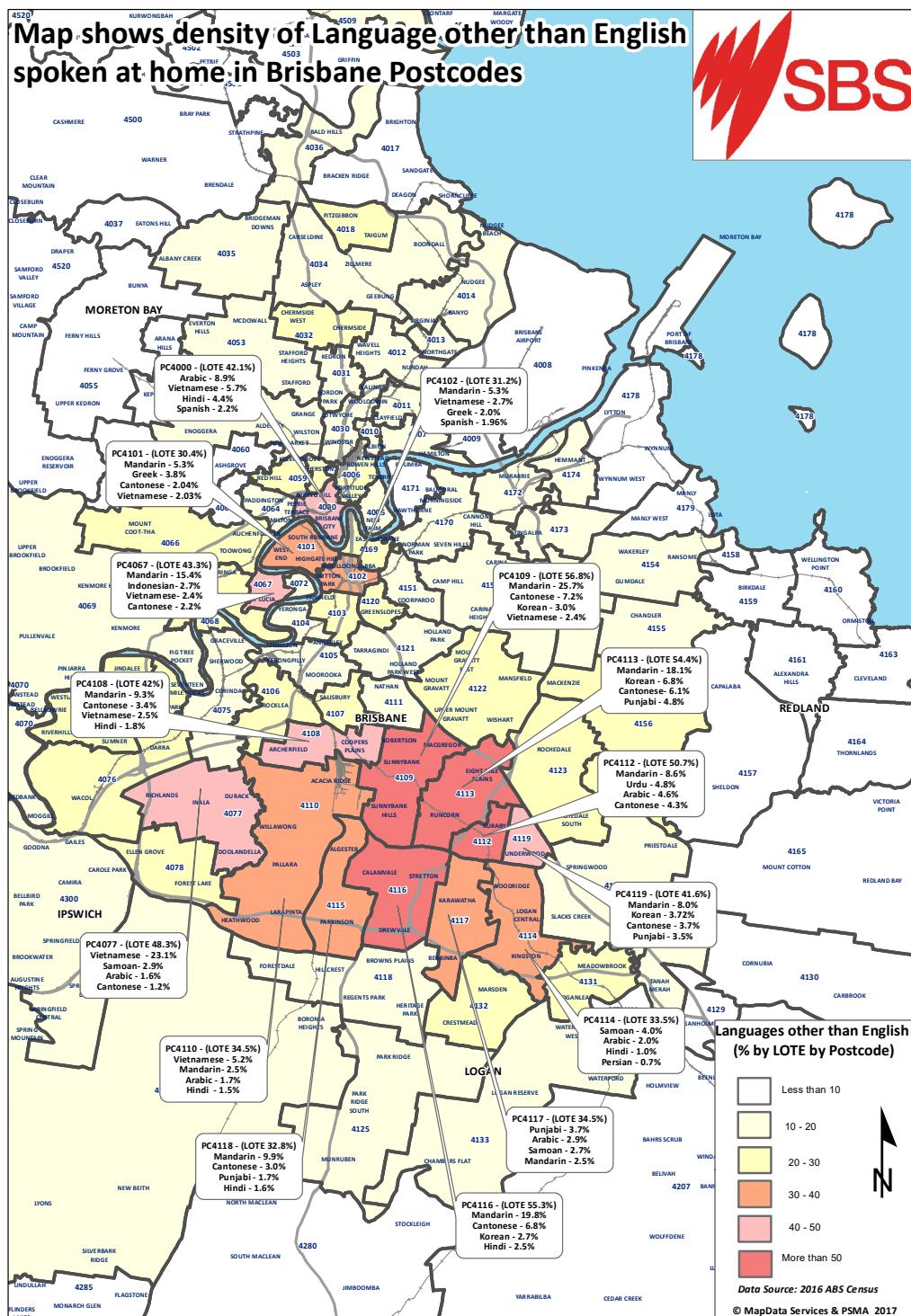


Melbourne: click to explore



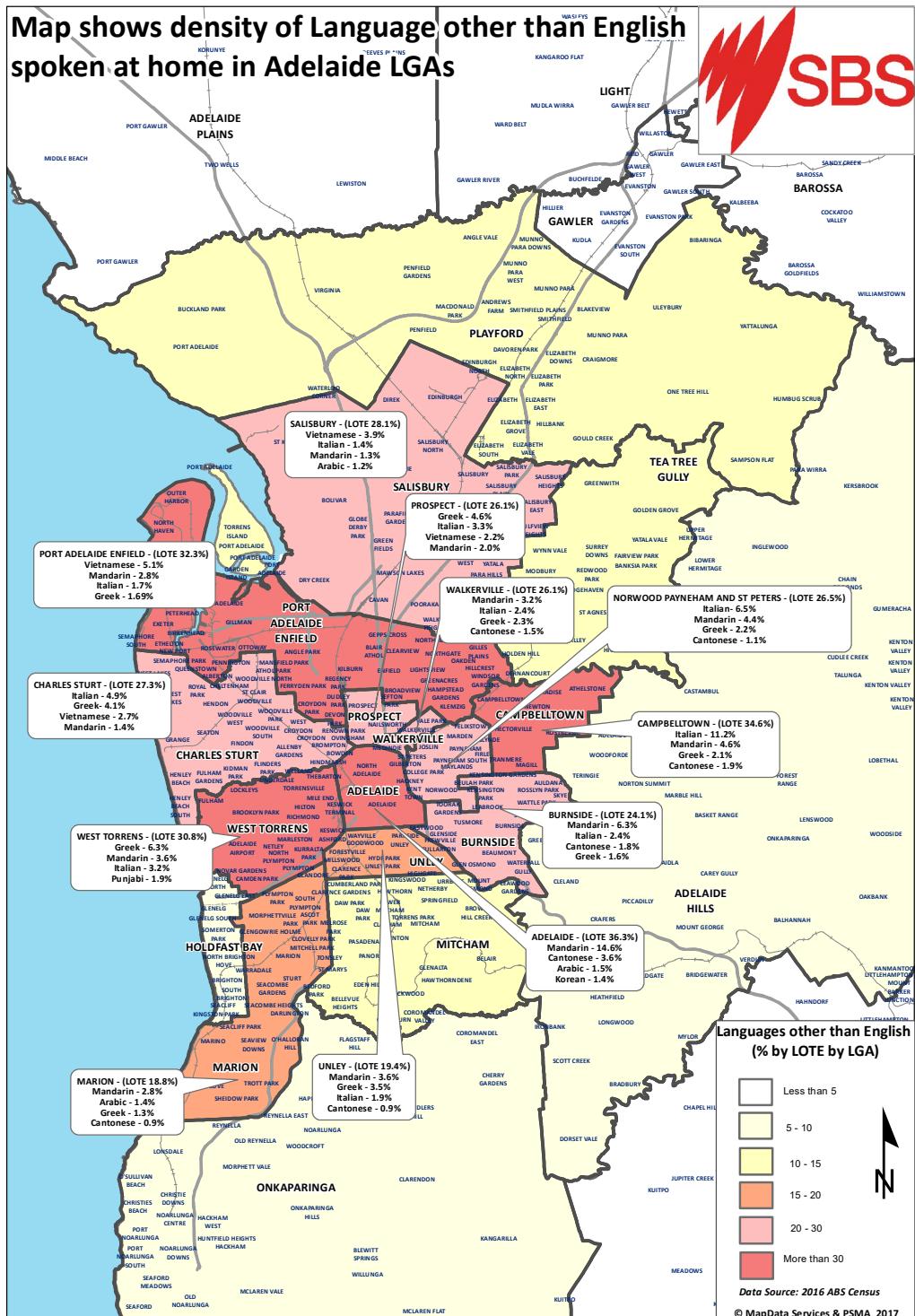
LOTE Maps

Brisbane: [click to explore](#)



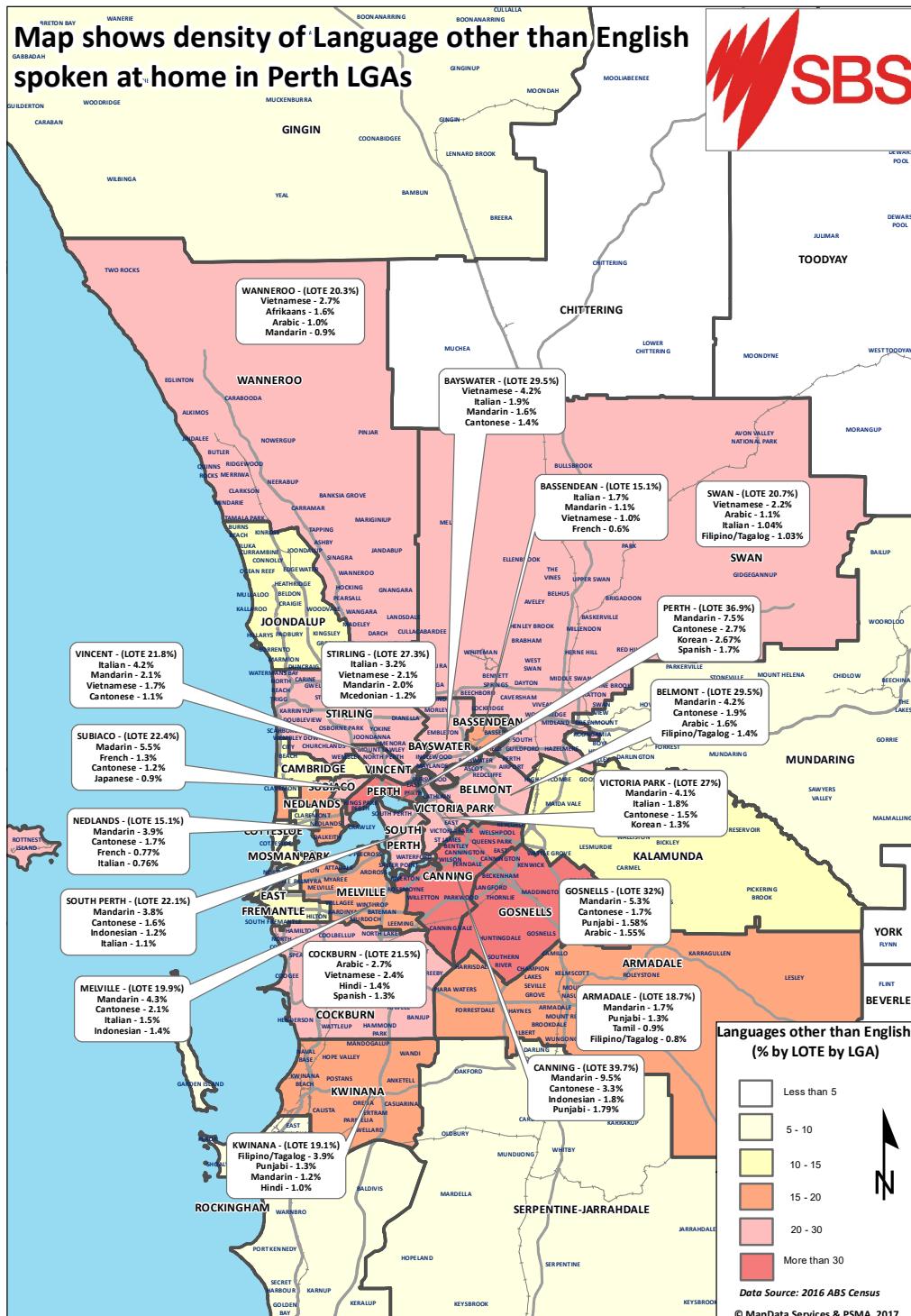
LOTE Maps

Adelaide: click to explore



LOTE Maps

Perth: [click to explore](#)



Production

Australia is a multicultural society and SBS understands the unique challenges faced when communicating messages to such a varied audience. Drawing on SBS's unique multicultural expertise SBS In Language offer a highly professional and comprehensive multi lingual translation and production services.

Having over 85% of our business generated from repeat and recommended clients is an indication to us that the proficiency of our work is recognised as best in market. SBS In Language provide high quality consultancy, translation, typesetting, subtitling, voice-overs, radio and video production services in over 100 languages.

With our SBS studio / production facilities, our experienced production team ensures you receive the best-quality product, providing:

Unique multicultural expertise in communication and cultural sensitivities

Highly professional and comprehensive service delivered by a team with many years' experience with in language communication

Access to some of the most experienced translation and production experts in their fields

A consistent workflow process to ensure accuracy, efficiency and authenticity on time delivery of your project

All services and projects managed in house.

SBS In Language proudly hold Quality Management System Certification, ISO 9001 which gives our clients added confidence that their work is being professionally managed to the highest standards from start to finish.

Sources

Cover Page

1. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

Page 2

2. ABS Population Clock - based on population projections; as of 02/08/2017; <http://www.abs.gov.au/ausstats>
3. Source: www.abs.gov.au, Database: 3222.0 Population Projections, Australia, 2012 to 2021 Population Projections
4. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

5. Source: Household Expenditure Survey, 2009-10 and Roy Morgan Single Source Data, January 2014 - December 2015, Language Other Than English Spoken at Home and Household Size (approx. number of LOTE HH), Total People 14+. Note: The value of LOTE spending is arrived at by merging 2 different databases, it does not account for differences in population distribution between the two methods of collection and analysis. Therefore, is it an approximation only.'

Page 4

6. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

Page 5

7. Source: www.censusdata.abs.gov.au 2016 Census of Population and Housing; Database: LANP (Language Other Than English Spoken at Home)

